



MAR 30 2011

MEMORANDUM FOR PBS CONTRACTING ACTIVITIES

FROM: JOSEPH A. NEURAUTER 
DIRECTOR, OFFICE OF ACQUISITION POLICY &
SENIOR PROCUREMENT EXECUTIVE (MV)

SUBJECT: GSA's Art in Architecture Program

1. Purpose. This supplement reinstates the expired GSA Acquisition Letter V-10-01. Any solicitations issued or contracts awarded during the lapsed period when Acquisition Letter V-10-01 was not in effect are required to be in compliance.
2. Effective Date. Upon signature
3. Termination Date. This Acquisition Letter V-10-01 and Supplement Number 1 will remain in effect until the General Services Acquisition Manual (GSAM) is amended.



JAN 14 2010

GSA Office of Acquisition Policy

GSA Acquisition Letter V-10-01

MEMORANDUM FOR PBS CONTRACTING ACTIVITIES

FROM: DAVID A. DRABKIN 
SENIOR PROCUREMENT EXECUTIVE (MV)

SUBJECT: GSA's Art in Architecture Program

1. **Purpose:** To cancel GSAR 505.202 (b)(1) and to prescribe an interim process for commissioning works of art by GSA until such time as the General Services Administration Acquisition Manual (GSAM) is amended to incorporate the acquisition of artists' services and their works of art.

This Acquisition Letter outlines a process that maximizes competition, ensures fair opportunity, and protects the public interest. It addresses only the acquisition activities of the Art in Architecture Program.

2. **Background:** For the past forty years, GSA's Art in Architecture Program has commissioned the nation's leading artists to create large-scale works of art for new or substantially modernized federal buildings. This inclusion of contemporary art within the nation's important civic spaces celebrates the best of American culture and exemplifies how democratic societies benefit immeasurably from the unique, creative talents of individual citizens.

The success of Art in Architecture commissions depends greatly on the commitment and close cooperation of GSA project teams, particularly the Project Manager, Contracting Officer, Regional Fine Arts Officer, and the Art in Architecture Program Specialist from the Office of the Chief Architect's Design Excellence and the Arts Division.

3. **Effective Date:** Immediately.

4. **Termination Date:** One year unless cancelled or extended, or upon incorporation into the General Services Administration Acquisition Manual (GSAM), whichever occurs first.

5. **Applicability:** This Acquisition Letter applies to all PBS contracting activities engaged in the acquisition of artwork.

6. **Policy:** The procedures shown in the attachment are prescribed for all artwork acquired under GSA's Art in Architecture program.

The Art in Architecture Program

Acquisition Plan: The comprehensive project plan for a capital construction project includes the comprehensive acquisition plan required by FAR Part 7. The acquisition of artists' services and their works of art should be included in the comprehensive project plan, thus a separate acquisition plan for art is not necessary.

Technical Evaluation Panel, Art in Architecture Panel, and Source Selection Authority: The technical evaluation panel includes members such as the Regional Fine Arts Officer, the Art in Architecture Program Specialist, and the Manager of the Art in Architecture Program, with the Contracting Officer as an advisory member. The Art in Architecture panel includes members of the Technical Evaluation Panel as well as industry representatives from the fields of Art and Architecture. The Chief Architect serves as the Source Selection Authority.

Commencing Art in Architecture Projects: The Contracting Officer is responsible for posting a synopsis in Federal Business Opportunities (FedBizOps) notifying artists of the upcoming project and the requirement that all artists wishing to be considered for the project must be included in the PBS National Artists Registry. This announcement will include information on how to apply to the registry, broad screening criteria to be used in establishing the competitive field, and the deadline for consideration for the solicited project. The synopsis must state that no additional artists will be considered for the project after the cut-off date specified in the synopsis.

Establishing the Competitive Field: The GSA National Artists Registry establishes the qualified artists list, from which the competitive field is selected. Artist candidates must be citizens or permanent residents of the United States. The Technical Evaluation Panel establishes criteria, conducts an initial screening of the registry and documents the resulting competitive field.

Review of Competitive Field by Art in Architecture Panel: The Art in Architecture panel reviews the portfolios of artists in the competitive field, evaluating them against project specific criteria developed by the Technical Evaluation Panel, documents their findings and recommends a short list of at least three artists for final consideration

Evaluating the Short List of Artists: As part of the technical evaluation, the short list of artists will be required to provide additional written information (the proposal) on their suitability for the commission. At a minimum, this information will include: the artist's vision or approach to the overall project; an explanation of how the artist's experience prepares him/her to accomplish this project; and a statement that the artist can perform the work within the identified budget. The Technical Evaluation Panel determines and recommends which artist represents the best value and greatest advantage to GSA. Final Selection is made by the Source Selection Authority.

Artist Award: The Contracting Office will develop and award a fixed price contract in the amount of the established budget. The contract will establish a fixed price for the design effort and a "not to exceed" budget amount for the production of the artwork as an option.